

Envision Eugene

Community Design Guide

Report: Community Input and Internal Review: 12/04/13 – 02/21/14

March 04, 2014

Overview

The City Manager's March 2012 Envision Eugene recommendation includes several strategies and actions to implement the community's vision. In support of Envision Eugene and its seven pillars, the CDG will serve as a reflection of the community's values and its vision for the future as it relates to design. While many planning documents generally highlight the importance of good design, a key goal of the CDG is to express the community's vision in a concise, practical way that can be applied at the project level ranging from neighborhood and district planning to individual site development. The CDG, however, will function as a non-regulatory document. In doing so, it will maintain the flexibility it needs to be easily updated and revised as values and best practices in design change over time. In the future, design-based criteria that will be required for specific development types or certain parts of town may draw from the principles and guidelines in the CDG, but establishing them as code or criteria for community investment tools requires a totally separate process.

A draft outline of the CDG was developed during 2013 that drew upon substantial community input related to previous work such as Infill Compatibility Standards, Opportunity Siting, previous code updates, and area planning. In the fall of 2013, City staff launched initial outreach to gather input on the draft CDG outline from external stakeholder groups and the broader community. Also during this time, Planning staff worked closely with partners within the City organization on technical review and exploring potential applications for the CDG. This report provides a detailed description and summary of these efforts including key observations and next steps.

Community Input

Initial outreach efforts to gather community input on the draft CDG outline took place over approximately three months from 12/04/13 to 02/21/14. The purpose of this phase of outreach was to 1) assess the general range and nature of opinions among stakeholders; 2) gather new and useful information regarding CDG content and application, and 3) increase awareness of the project.

The outreach strategy involved leveraging contact with key stakeholders to expand awareness through organizational, professional and personal networks, and directing interest to a multimedia presentation and questionnaire online. Outreach initially focused on leaders of design-related professional organizations, neighborhood organizations, and private developers. To expand opportunities, staff encouraged stakeholders to request presentations for interested groups or organizations. Given the detailed content and somewhat complex applicability of the CDG, the web-based format provided participants the opportunity to review the document and provide input at their convenience.

Invitations were sent via email to approximately 70 stakeholders with a request to expand participation through group email lists, newsletters, and other announcements. See **Appendix 1** for the initial stakeholder list. Interested parties were invited to view the CDG webpage where they could find an overview of the CDG, a short video describing the project, and a draft outline of the document. The web page also contained a brief questionnaire asking participants to share their thoughts and ideas about the CDG.

As of 2-21-14, 85 people viewed the introductory video and 19 people completed the online questionnaire. A summary report of the feedback received from the online questionnaire can be seen in **Appendix 2**. The questionnaire allowed one response per email address. The number of respondents suggests a level of awareness beyond the initial outreach group and was roughly equivalent to the typical attendance of two to four live, public events. The 22% response rate for the questionnaire is at or above what would be expected. However, some concern has been expressed that 19 survey respondents is too few. A statistically valid response rate would generally require around 400 complete responses (to an accuracy level of +/- 5%). Whether a response is sufficient, however, depends on the purpose of the outreach. In this case, the clarity and range of responses suggests that the purposes were fulfilled (see Key Observations), including the input gathered through means other than the online survey. Given that the material is complex, somewhat abstract, and has no direct impact on immediate, individual interests, a higher response rate may not be reasonable to expect.

In addition to feedback gathered through the web page, staff facilitated several discussions through lunch-and-learn presentations with professional organizations, in-person meetings with individuals and groups, and correspondence over the phone and email. These additional outreach efforts included conversations with the American Society of Landscape Architects, American Institute of Architects, the Home Builders Association, the University of Oregon, and the Cascadia Green Building Council. Although there was some overlap between those who provided feedback online and those who attended in-person meetings, these discussions further raised awareness of the CDG and provided valuable insight.

Internal Review

Key areas of focus throughout the staff review process have included back-checking the CDG principles and guidelines against applicable codes to reduce possible conflicts, coordination with design-related components of ongoing projects such as area planning and public investment tools, and ongoing exploration of other useful applications.

Although the principal goal of the CDG is to help Eugene achieve its vision for the future through great design, it is important that its design principles and guidelines do not inadvertently encourage construction that violates city code and permitting requirements. These contradictions, while written with the best intentions, have the potential to confuse and frustrate developers, and at worst, pose safety hazards to the community. Potential conflicts were highlighted by a review team during three separate meetings. Team members consisted of staff from planning, commercial building plan review, land-use/zoning, and engineering permit plan review. By revising unclear or contradictory language

within the design principles and guidelines and qualifying the entire document with disclaimers that it shall not be used for land-use decisions and must be coordinated with all applicable code and permitting requirements, this review process helped further align the CDG with existing and forthcoming City policies.

Staff explored potential applications of the CDG by conducting internal design studies and providing design assistance as part of ongoing projects in the community. The purpose of these explorations was to better understand the practical limitations and opportunities of applying the CDG by trying it out on real projects. In one example, staff conducted a “retrospective” design study for the Bailey Hill Apartments PUD in which alternative design concepts were discussed in a hypothetical design assistance scenario. A key goal of this exercise was to determine if and how CDG principles and guidelines could be applied in a way that improved an existing design while retaining the basic layout and character of the proposal. This simulates a situation in which a developer with a fully developed concept seeks staff assistance to improve the concept. In a second example, staff worked with the Bethel School District and partners in the City’s Green Building Program on the Sustainable Schools Pilot project. While this project also started with complete concepts (and therefore less flexibility to explore alternatives), Planning staff provided site design alternatives that helped improve the project’s performance for several important CDG principles such as access, security, and safety.

Staff was able to illustrate in both examples how specific design principles from the CDG could be applied to an actual project with minimal cost escalation or fundamental changes to the overall design. Several value-added opportunities for both the programmatic requirements of the project and potential benefits to the community were identified throughout each study as well. These opportunities ranged from strengthening contextual relationships with adjacent sites to minor adjustments to building layout and appearance. Although future applications will seek to engage in the design process at an earlier stage, before concepts are locked in, these exercises demonstrated the value of the CDG as a tool for communicating with private developers and public partners about community expectations for design excellence. Presentation material for these projects can be found in **Appendices 3 and 4**.

Key Observations

Overall, a reasonable cross-section of the community provided feedback on the CDG ranging from design professionals to neighborhood advocates. Those who completed the questionnaire were generally supportive of the CDG, with about 89%, or 16 respondents, answering that the CDG reflects Eugene’s values at least somewhat. About 39%, feel it to be absolutely or very much a reflection of Eugene’s values. About 77% feel that the CDG will be very useful or at least somewhat useful as a tool for discussing design excellence in Eugene.

The majority of the commentary received throughout the initial outreach period was focused on the applicability of the CDG as a non-regulatory document and generally follows two divergent views. On the one hand, many people feel that because the CDG is not required and only represents the

community vision at an aspirational level, it does not do enough to advance the community's vision. Without providing measurable design standards and a straightforward path to describing what must be built, there is concern that it will not provide any practical usefulness for influencing design in Eugene.

"This document will have absolutely no beneficial effect without rapid implementation of critical development standards in code."

"They should all be a part of a Design Review process for every project."

If the CDG is non-regulatory it is a waste of time and money. Developers only build to the code and their bottom line. As long as Eugene's code is "flexible" and developers have a build by right option neighbors are screwed. The city does not recognize neighbors as stakeholders.

Another group of respondents felt that the CDG, even if not required, is still too prescriptive and serves as an imposition to property owners and designers alike. Some commented that rather than relying on a CDG, the only truly accurate indicator of what the community values in terms of design is what the market is willing to pay for. There were also many among this group that suspect the intentions of the CDG may be misunderstood at the policy-making level and could eventually become regulatory.

"I think it is very important to acknowledge that developers and homeowners are encouraged to create unique properties and should have the ability to create the best solutions to their properties and that these guidelines are not meant to hinder their property rights."

"I am extremely hesitant to say that any of these should move forward to code standards. These guidelines don't meet the city planning goals of clear and objective standards...I think we should keep the architecture with the architects and the site planning with landscaper architects and engineers."

"If the Envision Eugene Community Design Guide gets inserted into the approval process, and I can't see how it wouldn't, we'll be in a real heap of trouble cost and value wise."

Although much of the input received reflected these differing views, collectively there is a strong indication to staff that more work must be done to communicate exactly what the CDG is and what it is not. The CDG will be one of many tools that the City will use to promote design excellence. Describing the underlying goals and vision for the community as it relates to design in a single source is an early but important step in developing these tools. For reference, **Appendix 5** provides a rough framework for how different programs and policies can work together to promote design excellence in Eugene.

Based on these observations, adding images, diagrams and other bold, visual information to the CDG may go a long way towards helping the community understand its role. While sharing the draft outline has been useful to get early input on the content and structure, the "words only" format may have contributed to this confusion. The graphic version, as it is envisioned, should be immediately and intuitively recognizable as an aspirational document, as opposed to a set of regulations.

Some conversations concerning the applicability CDG were expanded to reflect on the City's overall efforts to address the community's expectations about design. Once again, very different views were expressed on this issue. In many cases, for example, it was suggested that the CDG should function as the basis for a design review program or evaluating projects in which the developer is applying for public

investments. While the CDG will not be used directly for either, these recommendations further highlight the confusion about the CDG's role relative to other, related efforts to promote design excellence.

"Figure out a way to give tax breaks only to those who can prove they've scored a certain number of points in the design guide."

"All i can suggest is that we as a city should support great development and incentive features not require [sic]."

On the whole, several recommendations stressed the need for stronger tie-ins to the seven pillars of Envision Eugene and its commitment to walkability. Similarly, it was also suggested that staff conduct further review of the CDG's design principles to ensure they are not contradictory to the goals of Envision Eugene. Underscoring certain principles and guidelines by noting their economic benefit, for both the community and private developers, was recommended as well.

"Make it worthwhile to follow. That could be by code, incentivized permit fees, or objective real estate and/or business cost-benefit analysis added to the document so homeowners and developers can see the tangible benefits beyond subjective aesthetic ones like 'more beautiful'."

"Economic viability [is] an important element. For each principle state a reason why that principle is important; does it produce a benefit that impacts everyone?"

Concerns were raised that design principles and guidelines tended to rely too much on academic and verbose language to communicate ideas. Because the CDG will be a resource for all members of the community, its value will be diminished if it can only relate to those audiences with an advanced vocabulary in design terminology. One comment submitted online, for example, felt that the CDG could not promote wide use because it was written as though it was simply "planners talking to planners." Staff will continue efforts to replace jargon or puzzling language with more accessible and common to all audiences while retaining meaning to experienced design professionals.

The remaining comments regarding the content of the CDG focused primarily on the clarification or addition of specific design principles. Feedback at this level was provided for all five sections of the CDG. Examples include addressing density goals more thoroughly, providing more attention to developing new paths for bicycles and pedestrians, and focusing more on the performance of buildings rather than their appearance or style when describing facades and materials. Individual comments and conversations also provided a set of well-reasoned suggestions for improving the principles and guidelines.

There was brief discussion about implementation of the CDG in the permitting process. Key concerns centered on the possibility that, if added to the process, it could further complicate permitting requirements, even as a non-regulatory document. This once again reflected confusion about the proposed role of the CDG as a non-regulatory document.

The online questionnaire asked for input on which specific sections, principles, or guidelines in the CDG that are best suited to inform future criteria for community investments and/or code standards for

certain locations or development types. Very little of the online input addressed specific portions of the CDG, but instead consisted of broad opinions about whether or not design should be regulated at all.

Next Steps

The past three months of review and outreach have provided staff with valuable direction to further develop the CDG as a useful resource for promoting design excellence in Eugene. Based on the input received to date, staff will proceed with the following next steps:

Communication / Outreach

- Share outreach results with the Planning Commission and seek input on direction/revisions
- Plan and conduct a public event to review the next draft; include additional outreach such as press releases, Council Newsletter item, and other city-wide outlets
- Further clarify and communicate the proposed role of the CDG in all formats, including online information, summary documents, discussions and presentations
- Continue outreach efforts as opportunities arise during revisions, e.g. presentations and stakeholder discussions
- Seek additional input from design-focused organizations such as the Historic Review Board, AIA, ASLA, Cascadia Green Building Council

Document Development

- Revise the draft principles and guidelines based on community input and internal technical review
- Develop and incorporate visual information such as images and diagrams into the next draft
- Develop and add information on the economic value of design excellence, either in general or related to specific principles or guidelines
- Strengthen the relationship between the CDG and the 7 Pillars of Envision Eugene
- Prepare to integrate the CDG into the Envision Eugene 2032 plan document
- Explore avenues for implementation such as introducing the document in project consultations and making hardcopies available at the Permit and Information Center

Related Activities

- Develop methods for publishing and sharing the CDG
- Continue testing the CDG as a tool for design assistance at the pre- and post-concept phase of project design to inform a design assistance program
- Continue coordinating CDG development with in-progress code revisions such as the South Willamette Design Code
- Continue coordinating CDG development with in-progress community investment programs such as MUPTE and Opportunity Siting

Appendix 1: Initial Stakeholder List



| Name | Stakeholder Group |
|----------------------|--|
| Eric Gunderson | Design (AIA) |
| John Lawless | Design (AIA) |
| Randy Nishimura | Design (AIA) |
| Nir Pearlson | Design (AIA) |
| John Rowell | Design (AIA) |
| Richard Shugar | Design (AIA) |
| Greg Brokaw | Design (AIA) |
| Rachel Auerbach | Design Spring (AIA) |
| Roxi Thoren | Univeristy of Oregon (Design) |
| Al Couper | Design/Planner |
| Gordan Anslow | Development/Constrution |
| Dan Neal | Development/Constrution |
| Wally Graff | |
| Nathan Phillips | |
| Rob Bennett | |
| Steve Gab | Rainbow Valley Design and Construction |
| Steve Gunn | Construction Focus |
| Dave Guadagni | Roberston Sherwood |
| Steve Loges | City Staff |
| Russ Mecredy | City Staff |
| Philip Richardson | City Staff |
| Sarah Bergsund | |
| Mark Miksis | DE Chase |
| John Brown | Evans, Elder and Brown |
| Colin McArthur | Cameron McCarthy |
| Bill Randall | Arbor South |
| Chris Ramey | UO Campus Architect |
| Tom Williams | EWEB-Major Customer Accounts |
| Bill Aspegren | Neighborhoods (SUNA) |
| Camilla Bayliss | Neighborhoods (Fairmont) |
| Carolyn Jacobs | Neighborhoods (SUNA) |
| Marilyn Mohr | Neighborhoods (SUNA) |
| Kate Perle | Neighborhoods (Santa Clara) |
| Jan Wostmann | Neighborhoods (Laurel Hill Valley) |
| Jennifer Yeh | Neighborhoods (Harlow) |
| Steve Baker | Neighborhoods |
| Sue Prichard | Co-Chair: ICS |
| Hugh Prichard | Co-Chair: ICS |
| Shawn Boles | TRG |
| Rick Duncan | TRG |
| Ed McMahon | TRG |
| Laura Potter | TRG |
| Joshua Skov | TRG |
| Mia Nelson | TRG |
| Justin Lanpheare | ASLA |
| Arica Duhrkoop-Galas | ASLA |
| John Jaworski | Planning Commission |
| John Belcher | Planning Commission |
| Jeff Mills | Planning Commission |
| John Barofsky | Planning Commission |
| Dan Tucci | |
| Teresa Bishow | Arlie & Company |
| Brad Malsin | Beam Development |
| Jonathan Malsin | Beam Development |
| Harris Hoffman | Lorig |
| Tim Weiskind | Master Equity |
| Steve Master | Master Equity |
| Andy Storment | Owner: Citizens Building |
| Brian Obie | 5th Street Development |
| Roscoe Devine | Developer |
| David Divini | G-Group |
| Greg Vik | Vik Construction |
| Dan Herbert | AIA: Architect: UO |
| David Edrington | Architect |
| Carolyn Kranzler | |

Appendix 2: Summary Report of Online Feedback







Eugene: Community Design Guide: Stakeholder Questionnaire



1. Did you watch the short presentation on the Community Design Guide?

| | | Response Percent | Response Count |
|-----|--|-------------------|----------------|
| Yes |  | 82.4% | 14 |
| No |  | 17.6% | 3 |
| | | answered question | 17 |
| | | skipped question | 2 |

2. Which best describes your perspective as it relates to the Community Design Guide?

| | | Response Percent | Response Count |
|---------------------------------|--|-------------------|----------------|
| Design professional |  | 68.4% | 13 |
| Neighborhood advocate |  | 31.6% | 6 |
| Developer |  | 21.1% | 4 |
| Member of construction industry |  | 10.5% | 2 |
| City Staff or City Official |  | 5.3% | 1 |
| Other (please specify) |  | 15.8% | 3 |
| | | answered question | 19 |
| | | skipped question | 0 |

3. How well do you feel the Draft Community Design Guide reflects Eugene's values?

| | | Response Percent | Response Count |
|-------------------|--|---------------------|-------------------|
| Absolutely | | 5.6% | 1 |
| Very much | | 33.3% | 6 |
| Somewhat | | 50.0% | 9 |
| Very Little | | 5.6% | 1 |
| Not at All | | 5.6% | 1 |
| answered question | | | 18 |
| skipped question | | | 1 |

4. Is there anything included in the draft outline that you feel should not be included?

| | Response Count |
|-------------------|-------------------|
| | 8 |
| answered question | 8 |
| skipped question | 11 |

5. Is there anything missing from the draft outline that you feel is important to include?

| | Response Count |
|-------------------|-------------------|
| | 10 |
| answered question | 10 |
| skipped question | 9 |

6. The Community Design Guide is a non-regulatory document; however some elements may inform future criteria for community investments and/or code standards for specific locations or development types. Are there specific sections, principle, or guidelines you feel are best suited to these levels of implementation?

**Response
Count**

9

answered question

9

skipped question

10

7. The Community Design Guide will be a highly illustrative document that includes photographs, diagrams, and visual examples along with the principles and guidelines proposed in the draft outline. From your perspective and/or profession, how useful is this as a tool for discussing design excellence in Eugene?

**Response
Percent Response
Count**

Critical and/or necessary

0.0%

0

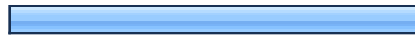
Very useful



15.4%

2

Somewhat useful



61.5%

8

Of very little use



15.4%

2

Not useful at all



7.7%

1

answered question

13



skipped question

6

8. Is there anything you would suggest to make the Community Design Guide more useful?

| | Response Count |
|-------------------|----------------|
| | 10 |
| answered question | 10 |
| skipped question | 9 |

9. Would you like to receive updates or be asked for input on the Community Design Guide in the future? No/Yes (if yes, please include your email address below)

| | | Response Percent | Response Count |
|-----|--|------------------|----------------|
| No |  | 30.8% | 4 |
| Yes |  | 69.2% | 9 |
| | answered question | | 13 |
| | skipped question | | 6 |

Page 1, Q2. Which best describes your perspective as it relates to the Community Design Guide?

| | | |
|---|----------------------------------|-----------------------|
| 1 | Resident for 39 years | Feb 20, 2014 6:55 PM |
| 2 | Landscape Architecture Professor | Jan 16, 2014 5:43 PM |
| 3 | dh | Dec 24, 2013 11:05 AM |

Page 2, Q4. Is there anything included in the draft outline that you feel should not be included?

| | | |
|---|--|-----------------------|
| 1 | There are several poor examples such as the Orange Windows at Woolworths that could be replaced with better examples. | Feb 5, 2014 10:27 PM |
| 2 | In the last section it calls out some materials that don't meet the design guidelines. Culture Stone, Vinyl Windows and some other materials. I believe that these materials used in the correct form have great longevity and have a very good payback compared to other materials. | Jan 14, 2014 9:20 PM |
| 3 | be careful of special meanings for words: i.e. "celebrate", "enrich"; can it be stated in plainer more direct language. | Jan 8, 2014 1:06 PM |
| 4 | There is a push to bring farming into the city center and this should not be included within the UGB. It is one of the very reasons the UGB was created, to allow for dense development while preserving prime farmland. An opportunity for community gardening is great; however, keep in mind that they take A LOT of management to be successful and you're average apartment complex owner is not going to be able to provide this long term. Good intention, but potentially unforeseen consequences. | Dec 30, 2013 2:44 PM |
| 5 | In question 6 below, you mention that the guide is non-regulatory and go on by stating that some elements may lead to design standard code changes which does give me heartburn. This appears to be the first step toward more red tape regulations! | Dec 23, 2013 11:26 AM |
| 6 | I will submit a separate, more complete critique by e-mail. | Dec 21, 2013 8:03 AM |
| 7 | no | Dec 9, 2013 9:19 PM |
| 8 | Don't spend anymore time and money on this. | Dec 6, 2013 4:30 PM |

Page 2, Q5. Is there anything missing from the draft outline that you feel is important to include?

| | | |
|----|--|-----------------------|
| 1 | Yes. There is a lot missing. Please see the Oregon Experiment and the Pattern Language. | Feb 5, 2014 10:27 PM |
| 2 | I think it is very important acknowledge that developers and homeowners are encouraged to create unique properties and should have the ability to create the best solutions to their properties and that these guidelines are not meant to hinder their property rights. | Jan 14, 2014 9:20 PM |
| 3 | - economic viability - an important element. - for each principle state a reason why that principle is important; does it produce a benefit that impacts everyone? | Jan 8, 2014 1:06 PM |
| 4 | Consider adding "Reuse trees, boulders, and other site materials that could not be preserved" in section 1.A. | Dec 30, 2013 2:44 PM |
| 5 | Section 1-E: Protect & provide patches and nodes by clustering building envelopes. Section 1-F: Protect living soils and agricultural class soils. Section 3-B: Look for future possible paths and preserve opportunities for build out. | Dec 23, 2013 12:19 PM |
| 6 | I don't believe we need anything beyond the guide. Oregon has one of the strictest building codes in the country now. | Dec 23, 2013 11:26 AM |
| 7 | There are substantial areas not addressed; for example, appropriate density for the infrastructure and character of the surrounding area. | Dec 21, 2013 8:03 AM |
| 8 | Yes, it appears vague and open to the opinion of the reader. One persons articulated facade is another persons romantic historic knock off. The capstone downtown housing has highly articulated facades but is terrible design. Design standards are not a replacement for good design judgment. | Dec 9, 2013 9:19 PM |
| 9 | Teeth. | Dec 6, 2013 4:30 PM |
| 10 | Different zones result in different buildings and streetscapes. Drawing zone boundaries down the middle of streets creates schizophrenic streetscapes. Instead, consider changing zoning one tax lot deep on one or the other side of the intervening street to allow sensible, attractive streetscapes. | Dec 4, 2013 4:44 PM |

Page 2, Q6. The Community Design Guide is a non-regulatory document; however some elements may inform future criteria for community investments and/or code standards for specific locations or development types.

Are there specific sections, principle, or guidelines you feel are best suited to these levels ...

| | | |
|---|--|-----------------------|
| 1 | They should all be a part of a Design Review process for every project. | Feb 5, 2014 10:27 PM |
| 2 | I am extremely hesitant to say that any of these should move forward to code standards. These guidelines don't meet the city planning goals of clear and objective standards. Many of these standards could significantly affect the cities development opportunities. I don't believe that it is possible to create comprehensive design guidelines that cover all types of development and projects. I think we should keep the architecture with the architects and the site planning with landscaper architects and engineers. | Jan 14, 2014 9:20 PM |
| 3 | This seems like planners talking to planners. Not sure if the way this is written will promote wide use. | Jan 8, 2014 1:06 PM |
| 4 | 2A, 2B, 2D, 3A, 4D, 5A | Dec 30, 2013 2:44 PM |
| 5 | No | Dec 23, 2013 11:26 AM |
| 6 | I will submit a separate, more complete critique by e-mail. | Dec 21, 2013 8:03 AM |
| 7 | I think code standards for design are only as good as the judgment of the enforcer. Witness design standards for affordable housing which are routinely ignored by the housing committee. | Dec 9, 2013 9:19 PM |
| 8 | Guidelines don't work in Eugene. What we need is a neighborhood design review with teeth. If the neighborhood doesn't like the project it doesn't happen. The code needs to be very restrictive so developers have to ask for adjustments and variances, thus giving neighbors a chance to appeal. | Dec 6, 2013 4:30 PM |
| 9 | Large building guidelines will not be embraced by large building developers unless there's a code requirement or bottom-line motivation. Capstone is a very current example of "bad" under 5.d.1. Would they have done anything differently had the CDG been more than a draft? Of course not. A revised MUPTE program that is objective-based rather than geographically-based is a carrot approach. Code is a stick approach. A little of both may be in order. | Dec 4, 2013 4:44 PM |

Page 3, Q8. Is there anything you would suggest to make the Community Design Guide more useful?

| | | |
|----|--|-----------------------|
| 1 | Illustrate concepts and reduce text. Focus on key design elements and eliminate those that play a minor role or can easily change such as exterior paint color | Feb 20, 2014 9:41 PM |
| 2 | Maps of where the photos were taken. | Feb 20, 2014 7:00 PM |
| 3 | Yes. There is a wide range of specific criteria that should be included. | Feb 5, 2014 10:30 PM |
| 4 | I am not sure how this will be helpful in real life. Will it be given to architects and engineers? How does the city think the development community will use this non regulatory document? All i can suggest is that we as a city should support great development and incentive features not require. | Jan 14, 2014 9:33 PM |
| 5 | bring it more down to earth in language; instead of "create", perhaps build; instead of "orient", perhaps a word like "place" or "position"; avoid "utilize", instead "use". etc. | Jan 8, 2014 1:11 PM |
| 6 | It is useful for "discussing design excellence", but it has no teeth for achieving it. Also, it is very repetitive. Consider mentioning ideas once and not rewording them for each section. Figure out a way to give tax breaks only to those who can prove they've scored a certain number of points in the design guide. | Dec 30, 2013 2:48 PM |
| 7 | Awards for meeting certain criteria or a basic number of criteria could be an annual event, highly publicized, and therefore could become a low-level incentive. | Dec 23, 2013 12:21 PM |
| 8 | This document will have absolutely no beneficial effect without rapid implementation of critical development standards in code. It's pretty much "motherhood-and-apple pie" and the design principles are generally understood by the design community that would pay any attention. Unfortunately, it will be twisted and used by developers like Gordon Anslow, and staff like Gabe Flock, as a cover for inappropriate development. | Dec 21, 2013 8:09 AM |
| 9 | If the CDG is non-regulatory it is a waste of time and money. Developers only build to the code and their bottom line. As long as Eugene's code is "flexible" and developers have a build by right option neighbors are screwed. The city does not recognize neighbors as stakeholders. I can't believe the City has spent time and money on the CDG when our neighborhoods need help just to prevent further negative development. | Dec 6, 2013 4:31 PM |
| 10 | Make it worthwhile to follow. That could be by code, incentivized permit fees, or objective real estate and/or business cost-benefit analysis added to the document so homeowners and developers can see the tangible benefits beyond subjective aesthetic ones like "more beautiful". | Dec 4, 2013 4:49 PM |

Page 3, Q9. Would you like to receive updates or be asked for input on the Community Design Guide in the future? No/Yes (if yes, please include your email address below)

| | | |
|---|------------------------------|-----------------------|
| 1 | Teresa@arlie.com | Feb 20, 2014 9:41 PM |
| 2 | edarchitect@qwestoffice.net | Feb 5, 2014 10:30 PM |
| 3 | dane@futurebhomes.com | Jan 14, 2014 9:33 PM |
| 4 | damien@branchengineering.com | Dec 23, 2013 1:41 PM |
| 5 | adg@stangelandlandscape.com | Dec 23, 2013 12:21 PM |
| 6 | ed@hbalanecounty.org | Dec 23, 2013 11:26 AM |
| 7 | pconte@picante-soft.com | Dec 21, 2013 8:09 AM |
| 8 | aspegren@comcast.net | Dec 6, 2013 4:31 PM |
| 9 | sgab@rainbowvalleyinc.com | Dec 4, 2013 4:49 PM |

Bailey Hill Apartments
Existing Context



Existing Single Family Homes
South of Site
Plumtree Drive



Existing Recreational Path
North of Site
Fern Ridge Trail/ Amazon Channel

BAILEY HILL APARTMENTS PUD DEVELOPMENT DATA

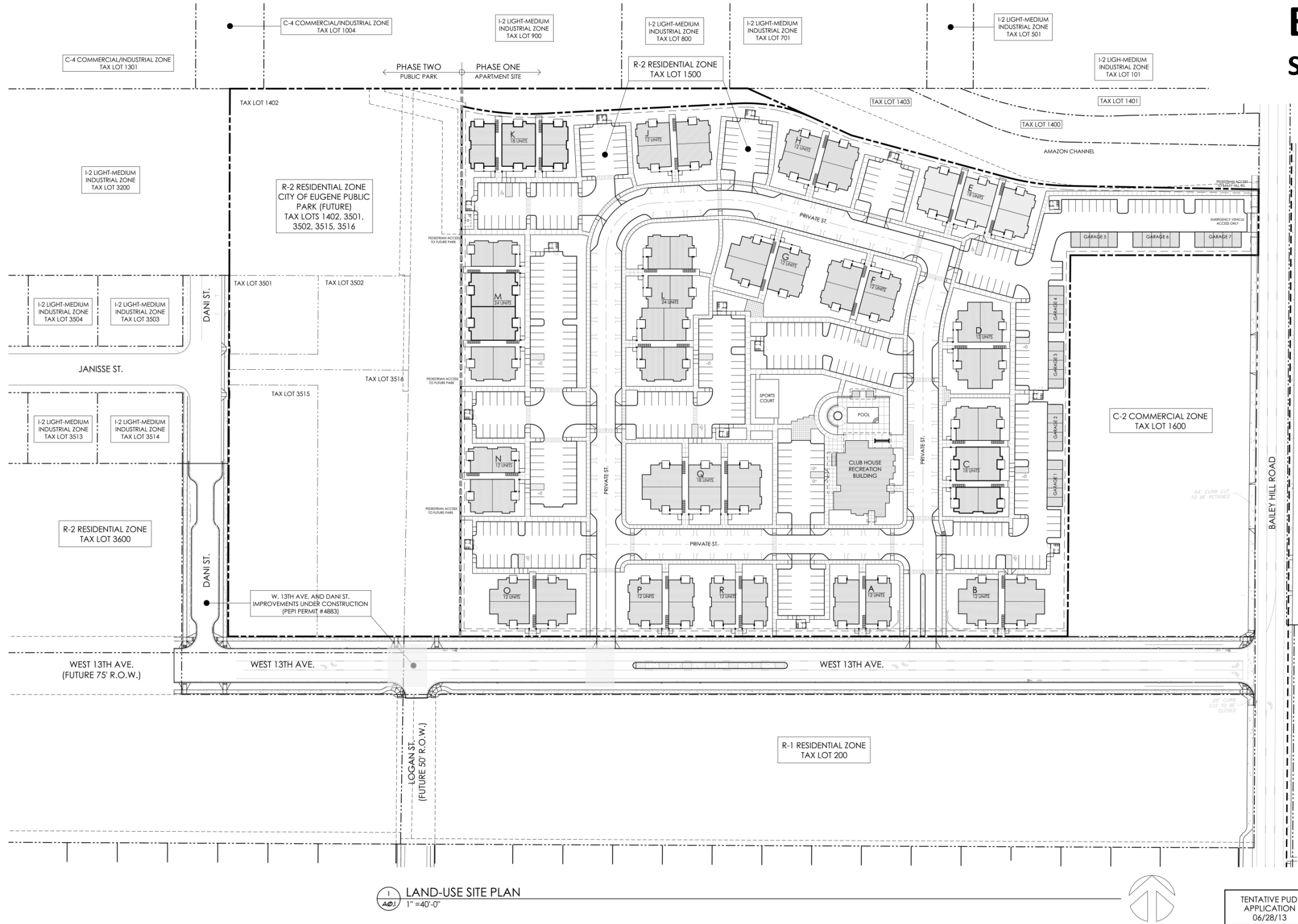
BAILEY HILL APARTMENTS SITE (PHASE 1)

SITE AREA: 536,336 SF (12.31 ACRES)
ZONING: R-2 RESIDENTIAL ZONE
MAP AND LOT NO: MAP 17043441 TAX LOT 1500
RESIDENTIAL DENSITY: 252 LIVING UNITS, 20.47 UNITS/ACRE
PARKING: 468 SPACES, 1.86 SPACES PER UNIT

EUGENE CITY PARK SITE (PHASE 2)

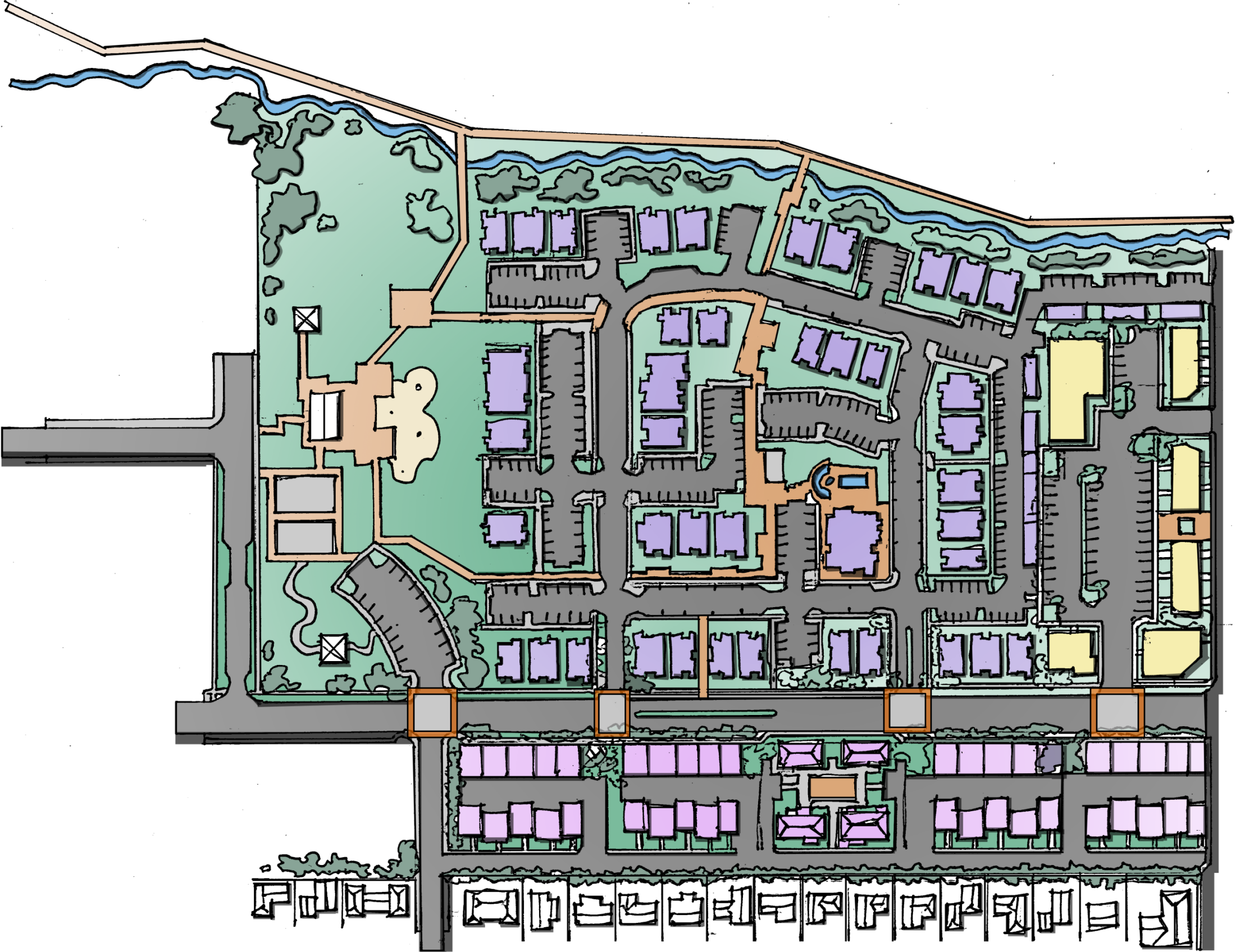
SITE AREA: 221,024 SF (5.07 ACRES)
ZONING: R-2 RESIDENTIAL ZONE
MAP AND LOT NO: MAP 17043441, TAX LOT 1402
MAP 17043442, TAX LOTS 3501, 3502, 3515, 3516
RESIDENTIAL DENSITY: NO LIVING UNITS PROPOSED

Bailey Hill Apartments Site Plan



Bailey Hill Apartments

Site Plan



Fern Ridge Path

Janisse St.

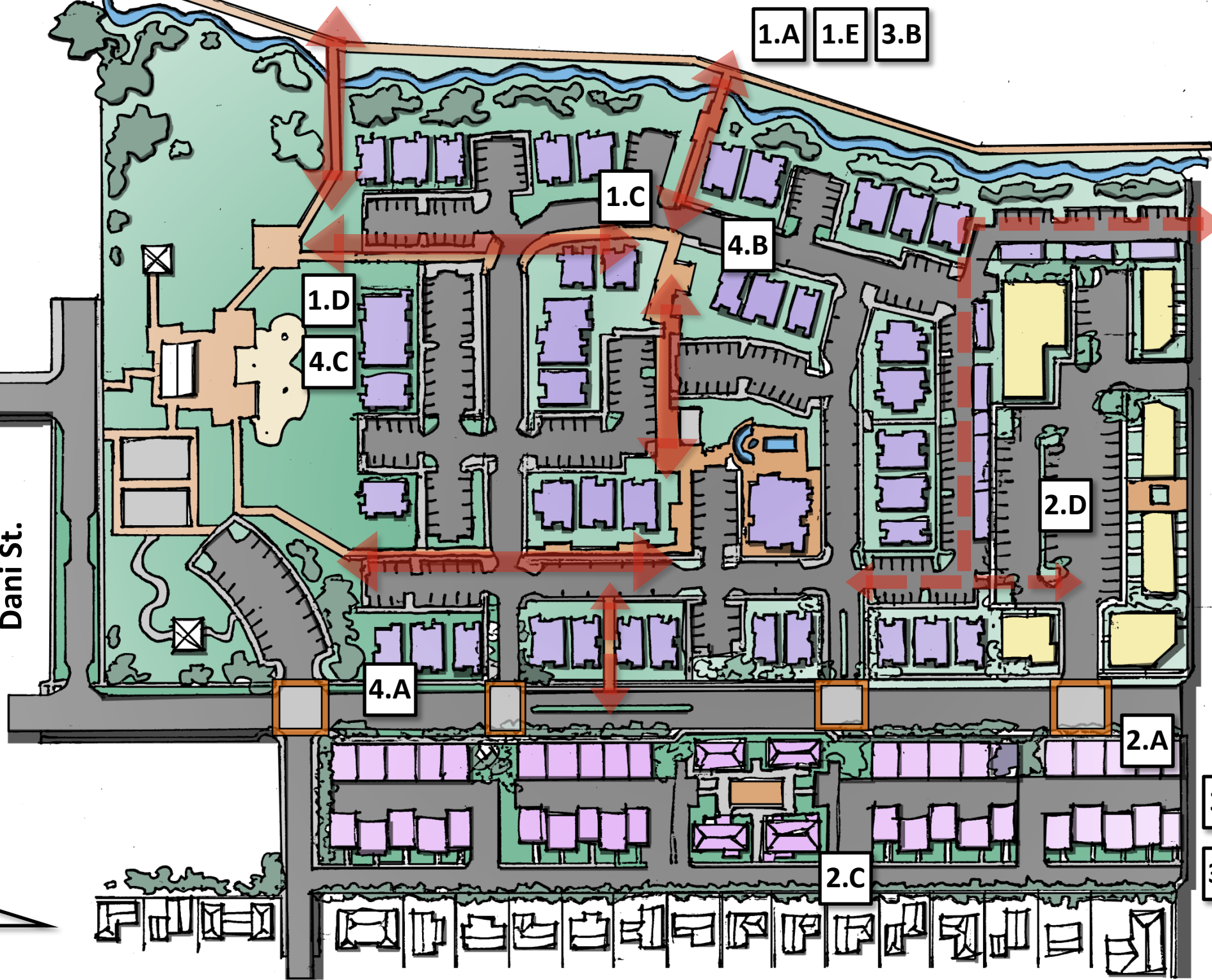
Dani St.

W. 13th Ave.

NORTH

Logan St.






Bailey Hill Rd.



Bailey Hill Apartments

Applicable Design Principles to Site Development

1. Integrate Nature and Design for Eugene's Climate
 - A. Celebrate Important Natural Features
 - C. Promote Outdoor Lifestyles
 - D. Create Successful Public Spaces
 - E. Complete a Habitat Network
2. Evoke a Sense of Place
 - A. Celebrate Special Places
 - C. Respect the Value of Great Neighborhoods
 - D. Contribute to a Complete, Walkable Neighborhood
3. Embrace Eugene's Most Successful Development Patterns
 - A. Create Network of Complete Streets
 - B. Emphasize Walking, Biking, and Riding Transit
 - C. Design Smart Parking and Circulation
4. Bring the Street to Life
 - A. Enrich the Streetscape
 - B. Create a Variety of Interest through Connected Places
 - C. Support Pedestrian Comfort and Safety at all Hours

-  Commercial
-  MF Housing
-  SFO Housing
-  Existing SF Housing/Publicly-Owned Building
-  Pedestrian Route



1 FRONT ELEVATION
A1.1 1/8" = 1'-0"

BLDGS. C



Bailey Hill Apartments

Front Elevation: Building C



Bailey Hill Apartments

Applicable Design Principles to Apartment Buildings

- 4. Bring the Streets to Life
 - D. Use Buildings to Invigorate the Edges of the Public Realm
- 5. Leave a Building Legacy
 - A. Design for the Human Scale
 - B. Create Pleasing Forms
 - C. Fit the Neighborhood
 - D. Articulate Facades
 - F. Invest in Materials and Color



Bethel Sustainable Schools Pilot

Recommended Site Design and Security Improvements at Malabon Elementary School
November 15, 2013

Recommended Design Alternatives: Site Access and Security

There are three basic ways to prevent crime: per CPTED

1. Surveillance
2. Control Access
3. Territorial Reinforcement

Cameras, Mirrors, and Natural Surveillance

- Install cameras at access points and building corners to provide surveillance in both directions
 - Some cameras should be hidden
 - Overlap camera views so that any damage done to cameras/mirrors is caught
 - Use a cloud-based recording system that alerts school district of trespassing via text messaging
 - Allow police access to alert system
 - Tie cameras in with school's intercom system
- Install convex mirrors at building corners to increase visibility
- Maintain natural surveillance from north/south ends of grounds, school library windows, and adjacent homes to the west

Lighting

- Site design should include lighting that eliminates blind spots
 - Fixtures should be installed close to the school walls and Intensity levels should be consistent with one and another in order to avoid glare and shadow-spots
 - Design should include several low-intensity, down-cast fixtures

Signage

- Install security system signage at access points to school grounds
 - Sign should announce that area is being monitored
 - Hours for times of day school grounds are available to the public should be stated



Site Access

- Restricting access from neighborhood may serve as more of an annoyance than anything else. Potential unwanted consequences include:
 - Increased responsibilities for school district
 - Potential to block people from leaving school-grounds
- Install foundation and mounts for a future gate at all road access points
- Maintain fences at property-lines to define school grounds boundaries
- A “Mosquito” sound-based system that deters unwanted gatherings could be considered

Secondary Access Points at School Building

- Train teachers to understand rules and procedures involving secondary access/egress
- Large egress windows could be utilized as emergency exits for individual classrooms
- Install a numbering system on the outside of exterior doors that is both logical and easily understood by emergency responders
- Help students understand directions and way-finding through education and visual cues

Recommended Design Alternatives: Circulation and Parking

- Relocate school garden so that it is not separated by a bus drop-off and faculty parking
- Reconfigure bus drop-off/faculty parking loop to reduce possible congestion issues
- Bike path on North end of school may double as a paved fire-access road

Recommended Design Alternatives: Miscellaneous

- Provide safe bike parking with weather protection
 - Bike parking should include a securable maintenance station
- Landscaping should consist of low-growth, easily maintained plantings

Related Community Design Guide Principles and Guidelines

Promote Outdoor Lifestyles

- Create clear pedestrian and bike connections to and between public spaces that are attractive and safe for all ages; maximize new connections to existing public spaces

**Complete a Habitat Network**

- Preserve dark skies and habitat areas through shaded, down-cast lights

Bring Farms into the City

- Create opportunities for urban agriculture in residential areas

Create a Network of Complete Streets

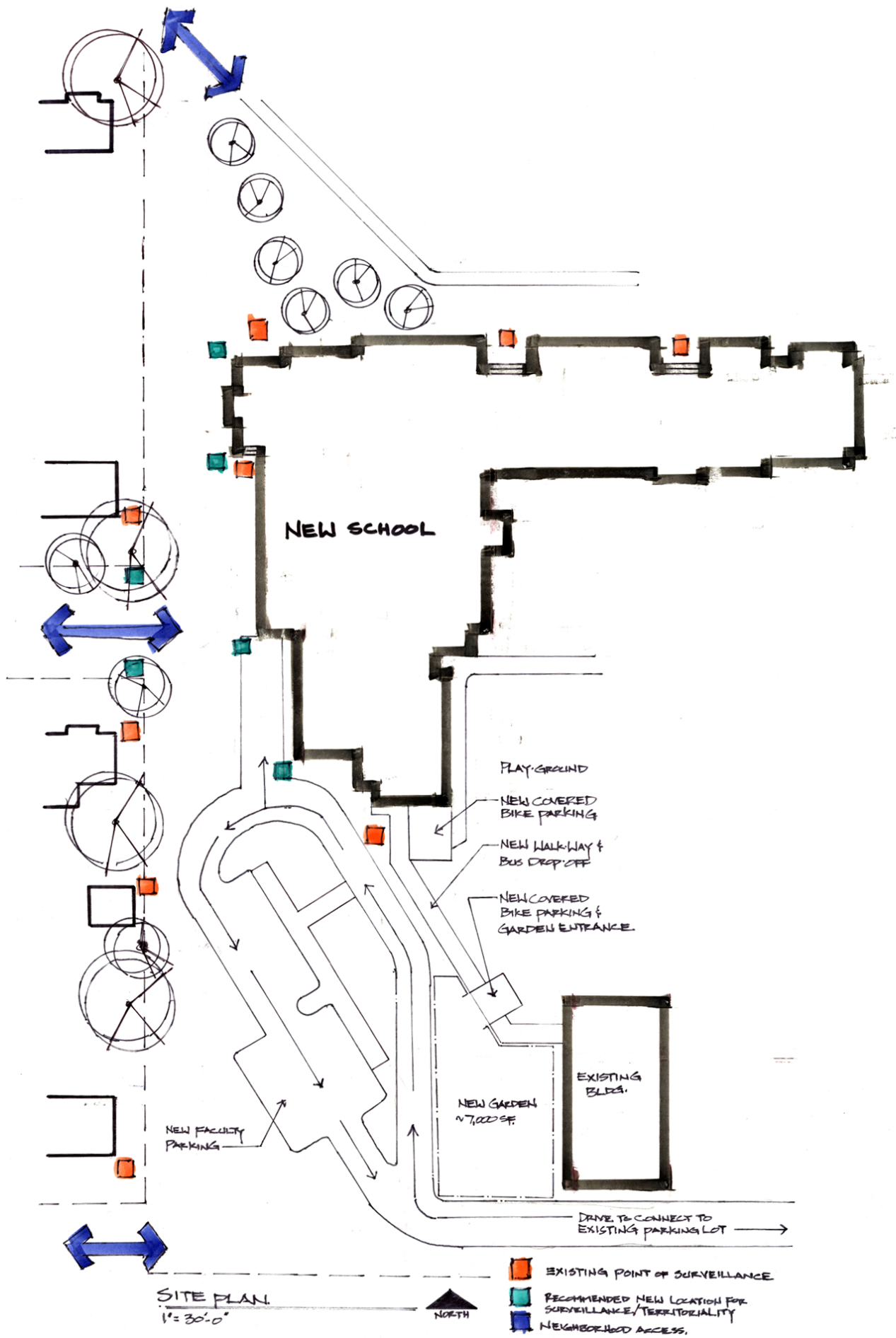
- Buffer pedestrians and bikes from traffic
- Include robust bicycle facilities supporting daily bike travel that are safe for children

Emphasize Walking, Biking, and Riding Transit

- Provide access/linkages from development sites to existing bicycle and pedestrian path networks
- Maximize direct, convenient access for bikes and pedestrians between development sites and nearby amenities such as schools, parks, transit stops, community services and businesses
- Provide abundant, covered and well-lit bicycle parking and storage facilities near building entrances and public gathering places

Support Pedestrian Comfort and Safety at all Hours

- Design site layout and buildings to maximize visibility for pedestrians and bicyclists and eliminate hiding places
 - REFERENCE: crime prevention through environmental design (CPTED)
- Provide abundant, attractive pedestrian-scale lighting using lamps, bollards, accent lighting as well as opportunities for event or seasonal lighting (e.g. tree lighting, suspended overhead lighting, and up-lighting)



Appendix 5: Framework for Promoting Design Excellence in Eugene

Promoting Design Excellence in Eugene

Step 1: Establish Policy Framework and Direction

Envision Eugene

- Captures community goals and priorities
- Provides policy direction to address design excellence
- Sets a high bar for creating a beautiful, sustainable, prosperous and livable community

Step 2: Describe the Vision

Community Design Guide

- Supports the 7 Pillars of Envision Eugene
- Gathers underlying principles of design excellence for Eugene in a single source
- Promotes and inspires discussion about design excellence through photographs and diagrams
- Principles are general in nature vs. specific to certain areas or development types
- Flexible, adaptable document
- **This document will remain non-regulatory. A sub-set of principles and guidelines may be adapted to Step 3 for specific locations and development types. Establishing design standards and guidelines through code, or for use as criteria for community investments, requires a separate process.**

Step 3: Implement the Vision

Community Investments

- Provides financial benefits in exchange for various public benefits, including voluntary compliance with design criteria
- Community Design Guide provides a “menu of ideas” to develop design criteria for particular types of investment, locations, and projects
- Examples: MUPTE and Opportunity Siting

Design Assistance

- Provides direct assistance to developers and property owners for using principles of design excellence in specific projects
- Community Design Guide provides tools for discussion and ideas for creating great projects

Land Use Code

- ***Clear and objective path to approval***
 - Sets measurable design standards (describes minimums for what MUST be done)
 - Describes standards for specific areas and development types

- *Codified design standards* may be inspired by some principles and guidelines found in the Community Design Guide
- Example: South Willamette District Special Area Zone (pilot project)
- ***Design Review: (discretionary: alternative to clear and objective path)***
 - Provides a flexible alternative to the clear and objective path to approval
 - Promotes flexibility, creativity, design alternatives, and new ideas that align with the community vision and values but are not necessarily consistent with codified design standards
 - Allows review against a set of *codified design guidelines*. NOTE: these are not to be confused with the general design principles and guidelines presented in the Community Design Guide
 - *Codified design guidelines* may be inspired by some principles and guidelines found in the Community Design Guide